SAMSUNG SMART SIGNAGE ELECTRONIC SHELF LABEL

Versatile, Real-Time Price Management for an Improved Retail Experience

To better meet customers' demands and capitalize on time-sensitive events, retailers must be able to update product prices quickly and efficiently. Samsung's Electronic Shelf Label (ESL) empowers dynamic storewide pricing through an all-in-one, real-time alternative. In turn, retailers can eliminate the printing, cutting and placement steps from the traditional labeling process and save valuable material and labor resources. As the retail landscape evolves, Samsung's ESL signage can help businesses adapt and achieve their performance and sales goals.

HIGHLIGHTS

- Engage in dynamic price management and real-time updating
- Display pricing information in a clear and reliable format
- Streamlined single solution content management
- Provide customers with complementary product information through NFC integration
- Eliminate time, labor and expenses associated with traditional label printing
- Drive profitability and help retailers remain competitive

SAMSUNG

The changing retail landscape has forced brick-and-mortar businesses to become more creative in keeping customers from finding cheaper alternatives online or with competitors. ESL technology is just one such example, enabling on-the-fly price adjustment vital for retaining on-site purchases.

As retailers look to modernize and differentiate themselves, ESL technology can serve as a key branding component. Innovative digital signage is more likely to resonate with consumers than traditional paper-and-ink methods. In turn, retailers can leverage such in-store communication tools to demonstrate their responsiveness and commitment to customer service

Samsung's ESL displays are the proven and practical option for any retailer seeking new avenues to improve operational efficiency and customer engagement.

A REPUTATION FOR INNOVATION

As the world's leading digital signage provider, Samsung Electronics is shaping the retail store of the future. Our integrated cutting-edge technologies, ranging from electronic ink to Near Field Communication (NFC), drive a more informed and engaging experience beneficial to both consumers and retailers. Through Samsung's all-in-one ESL solution, retailers can enjoy more efficient operations and feel confident they have the latest and greatest on-shelf displays to match the demands of their business.
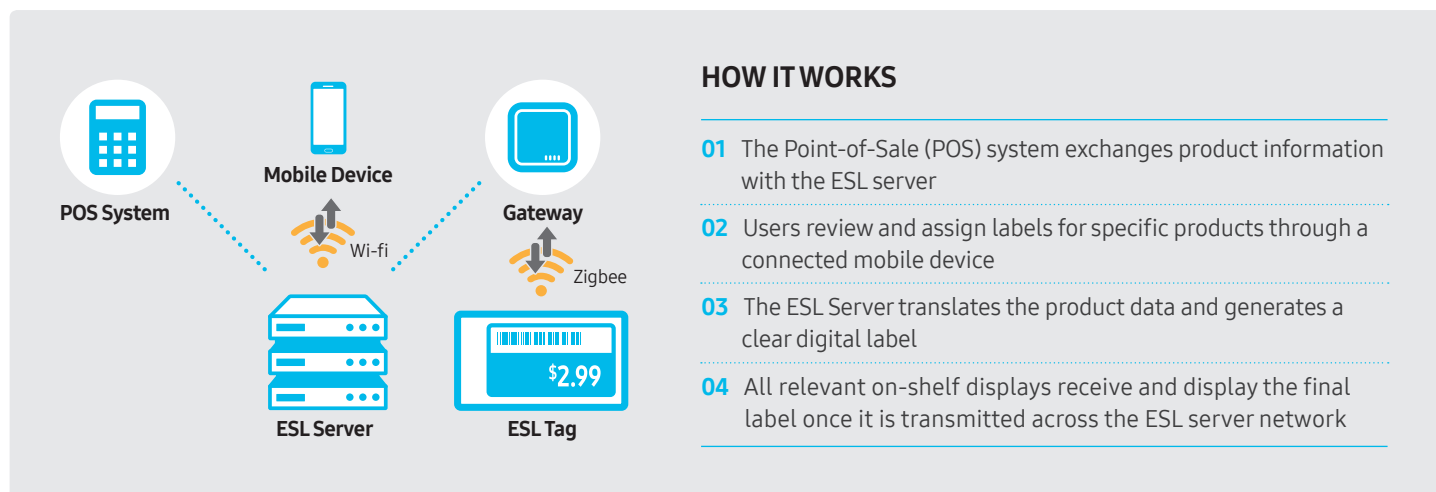
SIGNAGE SYSTEM SYNERGY

Our ESL price management technologies operate within the same content management platform as our larger-scale digital signage. As a result, retailers can update all relevant customer-facing content from any location through a single, centralized hub. This synergy enables businesses to reach various audiences with minimal effort required, and devote more attention to customer service and business growth.

TECHNOLOGY FOR ANY RETAIL ENVIRONMENT

Samsung's digital signage solutions, including the ESL price management technology, accommodate businesses in any vertical, location or operational style. Our ESL displays come in a variety of sizes and designs, adding a compelling and modern ambience to the traditional retail aisle. Regardless of your business demands or needs, Samsung's digital signage technologies can help you reach the next level.

SOLUTION DIAGRAM

POS System — **Mobile Device** — **Gateway**

Wi-fi

Zigbee

ESL Server — **ESL Tag**

$2.99

HOW IT WORKS

01 The Point-of-Sale (POS) system exchanges product information with the ESL server

02 Users review and assign labels for specific products through a connected mobile device

03 The ESL Server translates the product data and generates a clear digital label

04 All relevant on-shelf displays receive and display the final label once it is transmitted across the ESL server network

Manual Update | Automated Update

Delayed Information
Need time & cost more
Fast & Accurate Information
Time Saving
Cost Reduction

SIMPLE AND VERSATILE OPERATION

Compared with traditional printing, the ESL displays are a more cost-efficient alternative to managing the price adjustment process. Digital content delivery saves retailers time and labor previously spent printing, cutting and placing new labels across an entire store. Retailers additionally can verify that all prices are accurate, and make necessary changes before customers raise concerns.
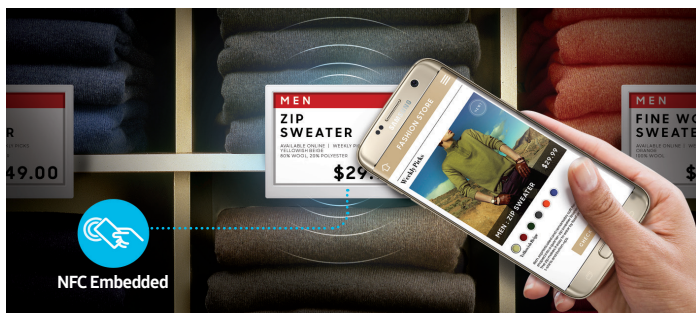

IMPROVED LONG-TERM VISIBILITY

Through a compact, yet brilliant design, Samsung's ESL signage brings product details to life. Compared with printed labels which can smudge or be hard to read, the ESL displays' electronic ink features clear fonts and colors to welcome approaching customers. Additionally, the displays require minimal power to operate, with small, long-lasting batteries delivering optimal performance for up to five years.

CONVENIENT, INTEGRATED CONTENT MANAGEMENT

For retailers operating ESL technology alongside standard displays, Samsung's SMART Signage platform drives seamless, unified management. Users can create, deploy and schedule content across single shelves or shelf groups from any location via the centralized MagicInfo platform. This versatility results in a more convenient way to view and update pricing details across an entire signage network.

A MORE INFORMED SHOPPING EXPERIENCE

Beyond simply providing product pricing, Samsung's ESL signage features integrated* Near Field Communication (NFC) technology that offers customers a range of information to guide their purchasing decisions. By sharing convenient in-depth resources, retailers can inspire immediate on-site shopping and generate revenue otherwise lost should consumers need to leave a store to research further.

* NFC is only available within the three-color (white-black-red) ESL models.

ALIGN DIGITAL PRICE TAGS WITH YOUR RETAIL BRAND

Samsung's ESL signage features a sleek, sophisticated design that adds ambience and modernity to any shelf or aisle. Retailers can select from a variety of small- and medium-sized options to match their store layout and product lineup. The displays also are available in white-and-black and white-black-and-red color designs to help retailers catch customers' eyes while remaining true to their brand identity.

SPECIFICATIONS

MODEL	VG-T016MGGFZA	VG-T022MGGFZA	VG-T029MGGFZA	VG-T042MGGFZA	VG-T060MGGFZA	VG-T074MGGFZA
Electrical Specification — Display Size (inch)	1.6"	2.2"	2.9"	4.2"	6.0"	7.4"
Color	MONO	MONO	MONO	MONO	MONO	MONO
NFC	N/A	N/A	N/A	N/A	N/A	N/A
Wireless Interface(Frequency Range)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)
Battery Type (Quantity)	CR2450 (1ea)	CR2450 (2ea)	CR2450 (3ea)	CR2450 (3ea)	CR2450 (4ea)	CR2450 (4ea)
Operating Voltage	3V	3V	3V	3V	3V	3V
Operating Temperature	0 ~ 40℃	0 ~ 40℃	0 ~ 40℃	0 ~ 40℃	0 ~ 40℃	0 ~ 40℃
Dimension — Set Size (WxHxD mm)	43x36x12	64x36x12	84.22x41.12x11.83	103.5x87.5x14.5	134.4x109.5x14.2	181x123x15.5
Package Size (WxHxD mm)	475x167x277	475x167x277	475x167x277	475x109x280	575x125x378	575x200x378
Weight — Set Weight (g)	18.45	28.9	37.87	85.16	143.47	222.89
Package Weight (g)	6000	6200	6700	4400	8200	12100
Quantity — per BOX (ea)	270	180	150	40	50	50

MODEL	VG-T016RNGFZA	VG-T022RNGFZA	VG-T029RNGFZA	VG-T042RNGFZA	VG-T060RNGFZA	VG-T074RNGFZA
Electrical Specification — Display Size (inch)	1.6"	2.2"	2.9"	4.2"	6.0"	7.4"
Color	MONO + RED	MONO + RED	MONO + RED	MONO + RED	MONO + RED	MONO + RED
NFC	Yes	Yes	Yes	Yes	Yes	Yes
Wireless Interface(Frequency Range)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)	Zigbee(2.4GHz)
Battery Type (Quantity)	CR2450 (1ea)	CR2450 (2ea)	CR2450 (3ea)	CR2450 (3ea)	CR2450 (4ea)	CR2450 (4ea)
Operating Voltage	3V	3V	3V	3V	3V	3V
Operating Temperature	10 ~ 40℃	10 ~ 40℃	10 ~ 40℃	10 ~ 40℃	10 ~ 40℃	10 ~ 40℃
Dimension — Set Size (WxHxD mm)	43x36x12	64x36x12	84.22x41.12x11.83	103.5x87.5x14.5	134.4x109.5x14.2	181x123x15.5
Package Size (WxHxD mm)	475x167x277	475x167x277	475x167x277	475x109x280	575x125x378	575x200x378
Weight — Set Weight (g)	18.45	28.9	37.87	85.16	143.47	222.89
Package Weight (g)	6000	6200	6700	4400	8200	12100
Quantity — per BOX (ea)	270	180	150	40	50	50

MODEL	VG-G0000GGFZA
Electrical Specification — Wireless Interface(Frequency Range)	Zigbee(2.4GHz)
Wireless Coverage(Line Of Sight)	20m
Power Source	PoE
Operating Temperature	0 ~ 60℃
Dimension — Set Size (WxHxD mm)	215x215x44
Package Size (WxHxD mm)	260x255x473
Weight — Set Weight (g)	393.3
Package Weight (g)	5000
Quantity — per BOX (ea)	5

MODEL	VG-R0000GGFZA
Electrical Specification — Wireless Interface(Frequency Range)	Zigbee(2.4GHz)
Wireless Coverage(Line Of Sight)	3cm
Power Source	CR2450 (1ea)
Operating Temperature	3V
Dimension — Set Size (WxHxD mm)	39.2x84.7x13.5
Package Size (WxHxD mm)	450x33x350
Weight — Set Weight (g)	31.08
Package Weight (g)	1600
Quantity — per BOX (ea)	20

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

SMART Signage

For more information about Samsung SMART Signage Electronic Shelf Label, visit www.samsung.com/business or www.samsung.com/displaysolutions

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